

# ARTICLE ALERT



INFORMATION RESOURCE CENTER, U.S. EMBASSY, JAKARTA

## Volume 4, April 2009

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## EARTH DAY 2009: THE GREEN GENERATION

Earth Day, an annual event celebrated on April 22, was established in 1970 by Senator Gaylord Nelson, a former Senator from Wisconsin and a conservationist. In the first celebration, an estimated 20 million people participated in peaceful demonstrations all across the country. Currently, Earth Day is a time to celebrate gains that have been made and create new visions to accelerate environmental progress. Earth Day is a time to unite around new actions. Earth Day and every day is a time to act to protect the planet.



A new concept called "green building" is gaining momentum in the United States. Green buildings are designed with the environment in mind, using recycled materials and natural resources such as sunlight, wind, and rainwater to minimize a building's effect on the environment. More pictures are available at: <http://www.america.gov/multimedia/photogallery.html#/30145/>

**Everyone can get involved in protecting the earth. Here's some actions to take:**

### At Home and School:

- Save energy
- Use less water
- Reduce/reuse/recycle

For details, please visit:

<http://www.earthday.gov/athome.htm>

### At Work:

- Commute for the environment
- Green your building
- Reduce energy use
- Reduce, reuse, and recycle office products

For details, please visit:

<http://www.earthday.gov/atwork.htm>

### More info is accessible at:

US Government Portal  
<http://www.earthday.gov/>

US Environmental Protection Agency  
<http://www.epa.gov/earthday/index.htm>

New Energy for America  
<http://www1.eere.energy.gov/femp/services/earthday.html>

## About the IRC

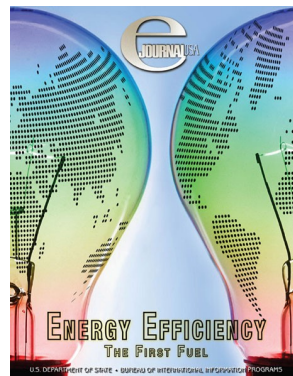
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Books, articles, and websites described in the Article Alert present a diversity of views in order to keep our IRC users abreast of current issues in the United States. These items represent the views and opinions of the authors and do not necessarily reflect official U.S. Government policy.

## Energy Efficiency: The First Fuel

April 2009— Increasing the efficient use of existing energy supplies is widely acknowledged as the fastest, cheapest, and cleanest way to meet future energy needs. **Energy Efficiency: The First Fuel** examines the strong U.S. record of tapping efficiency as a resource, and the accelerated efforts by individuals, organizations, and governments to squeeze greater productivity from all energy sources.

You can download full text of the journal from:  
<http://www.america.gov/publications/ejournalusa/0409.html>



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## ARTICLE ALERT

### Democracy and Global Issues

#### Protecting the World's Oceans

Oceans cover nearly three-fourths of the Earth's surface, but only recently have some portions been set aside as protected areas to preserve pristine marine resources for future generations.

For details, please visit:  
<http://www.america.gov/oceans.html>

#### World Ocean Conference

Indonesia will be hosting the World Ocean Conference 2009 on May 11-15 in Manado, North Sulawesi. The goal of the conference is to build commitment for sustainable management of marine resources. The Coral Triangle Initiative Summit is part of the agenda.

For details, please visit:

<http://www.woc2009.org/home.php>

#### A Timeline of Environmental Treaties

This list of key environmental treaties shows how nations are working together, politically and scientifically, to safeguard our planet and respond to a global threat.

For details, please visit:

[http://www.america.gov/ultimedia/photogallery.html#/30145/env\\_time/](http://www.america.gov/ultimedia/photogallery.html#/30145/env_time/)

1. Casey, Winter **HILL TUNES IN TO NEW MEDIA** (National Journal, March 7, 2009)

Lawmakers' growing awareness of the Internet's importance to campaigns and of their constituents' increasing desire to connect and gather information on the Web has led to a growing use of social media in Congress. Members are hiring new-media experts to extend their reach on the Web, Facebook, MySpace, Twitter and YouTube. Some new-media staffers like Matt Lira, who works for Representative Eric Cantor of Virginia, attends senior staff meetings so that integration with new media is considered on a daily basis. New-media staffers hope members of Congress will continue to expand their use of these tools as they come to see it as essential for promoting their agendas. Currently available online at [http://www.nationaljournal.com/njmagazine/cg\\_20090307\\_6994.php](http://www.nationaljournal.com/njmagazine/cg_20090307_6994.php)

2. Northrop, Michael; Sassoon, David **WHAT OBAMA MUST DO ON THE ROAD**

#### TO COPENHAGEN

(Yale Environment 360, February 2, 2009)

The authors write that Barack Obama will face one of the most important moments of his presidency this December, during the climate negotiations in Copenhagen, and he needs his entire cabinet to help him prepare in the coming months. They note that Obama spoke forcefully about the need to rein in greenhouse gas emissions during his campaign, and that after eight years of inaction, U.S. leadership offers the only hope of success in combating climate change. They note that the American public has been intentionally led astray about the nature of global warming, and Obama needs to communicate the urgency of dealing with it, preferably in a prime-time address to the nation. He should also make use of his executive powers to expedite action under the Clean Air Act and lead the government to enact comprehensive federal climate legislation. Currently available online at <http://www.e360.yale.edu/content/feature.msp?id=2116>

### Economic Issues

3. Parker, John **BURGEONING BOURGEOISIE: THE NEW MIDDLE CLASSES IN EMERGING MARKETS** (Economist, February 14, 2009)

During the past 15 years a global middle class has sprung up in emerging markets, creating new wealth and aspirations. Consisting of about 2.5 billion people with about one-third of their income available for discretionary spending, this group is more optimistic and has a greater range of interests than the elite. They favor democracy and free markets, and have aptitudes for investment and entrepreneurship; education is also a high priority. The incomes of the new global middle class varies greatly depending on the country, but where incomes are still low, the middle class is large enough to give incentive for providers of inexpensive goods. Some estimate that the global middle class now comprises over half of the world economy. Currently available online at [http://www.economist.com/specialreports/displayStory.cfm?story\\_id=13063298](http://www.economist.com/specialreports/displayStory.cfm?story_id=13063298)

4. Wooldridge, Adrian **GLOBAL HEROES: A SPECIAL REPORT ON ENTREPRENEURSHIP** (Economist, March 14, 2009)

Despite the economic downturn, entrepreneurship around the world is thriving. Entrepreneurs carry economic weight because they generate new jobs. America continues to be the world's greatest producer of entrepreneurs; the world's two other large economies -- the European Union and Japan -- are far less entrepreneurial. America has the advantages of the world's most mature venture-capital industry and history of close ties between universities and industry. The world is just beginning to feel the effect of the growth of entrepreneurs in these countries, Wooldridge says. Currently available online at [http://www.economist.com/specialreports/displayStory.cfm?story\\_id=13216025](http://www.economist.com/specialreports/displayStory.cfm?story_id=13216025)

### Economic Issues continued...

5. Stuller, Jay **THE POWER OF POWER** (American Legion, vol. 166, no. 3, March 2009, pp. 38-43, 46-47, 51)

Stuller notes that U.S. presidents since Richard Nixon have called for the U.S. to reduce its dependence on foreign sources of petroleum, yet that goal has remained as elusive as ever, the U.S. importing some two-thirds of its oil. A growing portion of the global oil supply is now controlled by foreign governments that are not above using energy as a geopolitical weapon. He writes that there are "no convenient truths" in energy security -

— he notes the environmental drawbacks of coal and nuclear power, and that the centralized North American electric power grid is aging and inefficient. In order to have energy alternatives compete in the long term, the federal government could directly subsidize wind and solar projects, or find indirect methods to make them competitive, by creating a tax on carbon emissions to reduce consumption of oil, natural gas and coal, as former Vice President Al Gore proposed.

### Higher Education

6. Dessoff, Alan **HIGHER EDUCATION AND PUBLIC DIPLOMACY** (International Educator, vol. 17, no. 5, September/October 2008, pp. 16-20)

Patricia de Stacy Harrison gives an interview urging patience on waiting for returns on investments made in international education. Ultimately, international education is an incredible value as it fosters a community of people of goodwill with mutual respect and understanding. A joint Department of State and Homeland Security advisory panel recently issued a report specifically advocating international education as a key component of public diplomacy. Harrison concludes this interview by citing the need for international education to be a two-way street with American students also studying abroad. This article is currently available on the Internet at: [http://www.nafsa.org/\\_/File/\\_/ie\\_sepoct08\\_voices.pdf](http://www.nafsa.org/_/File/_/ie_sepoct08_voices.pdf)

7. Bartlett, Thomas **CHEATING GOES GLOBAL AS ESSAY MILLS MULTIPLY** (Chronicle of Higher Education, Vol. 55, No. 28, March 20, 2009, pp. A1, A22-A25)

In a piece of investigative journalism unusual for the Chronicle of Higher Education, Bartlett traces the various Internet manifestations of an "essay mill," first to a house in Virginia and then to an office in Ukraine and a building in the Philippines, along the way talking to essay writers in Africa and Asia, and to students who buy their work and turn it in at U.S. universities. And these aren't just essays for freshman English courses; students are buying papers for graduate courses and even a dissertation in a subject like aerospace engineering at a top university. Some institutions, like Boston University, have made an effort to shut down essay mills, and some states have rarely-enforced laws against them. Experts on plagiarism recommend professors structure assignments better and talk to students about ethics and the purpose of college. Currently available online at <http://chronicle.com/free/v55/i28/28a00102.htm>

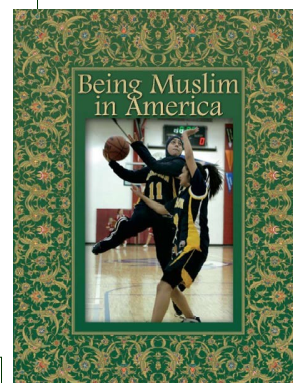
### U.S. Society and Values

8. Berliner, Terry **SONGS FOR THE WAY WE LIVE NOW** (American Theatre, vol. 26, no. 3, March 2009, pp. 25-35, 66-67)

The author, a director and musical-theater specialist, profiles five pairs of songwriters, working in different parts of the U.S. and in different stages

of their careers, who promise to breathe new life into the American musical, and are experimenting with pushing the boundaries of form and subject matter. Currently available online at <http://www.tcg.org/publications/at/mar09/songs.cfm>

### New e-Book



### BEING MUSLIM IN AMERICA

The young women pictured on the cover are both Muslim. They live near Detroit, Michigan, in a community with many Arab-American residents. Each expresses her faith in her own way, with a combination of traditional and modern dress. Here, they compete fiercely on the basketball court in a sport that blends individual skills and team effort. They - along with the other men, women, and children in this publication - demonstrate every day what it is like to be Muslim in America.

Full Text:

<http://www.america.gov/publications/books/being-muslim-in-america.html>

Information Resource Center  
Public Affairs Section  
U.S. Embassy, Jakarta  
Jl. Medan Merdeka Selatan 4-5  
Jakarta Pusat 10110

Phone: 021-350-8467  
Fax: 021-350-8466  
E-mail: [IRCAAlert@state.gov](mailto:IRCAAlert@state.gov)

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1. ( ) HILL TUNES IN TO NEW MEDIA
2. ( ) WHAT OBAMA MUST DO ON THE ROAD TO COPENHAGEN
3. ( ) BURGEONING BOURGEOISIE
4. ( ) GLOBAL HEROES
5. ( ) THE POWER OF POWER
6. ( ) HIGHER EDUCATION AND PUBLIC DIPLOMACY
7. ( ) CHEATING GOES GLOBAL AS ESSAY MILLS MULTIPLY
8. ( ) SONGS FOR THE WAY WE LIVE NOW

### Special Offers:

- ( ) Energy Efficiency: The First Fuel (see page 1)
- ( ) Being Muslim in America (page 3)

### THE CHALLENGES OF ESTABLISHING WORLD-CLASS UNIVERSITIES.

World Bank. Jamil Salmi.  
March 20, 2009.

The highest-ranked universities are the ones that make significant contributions to the advancement of knowledge. There is no universal recipe or magic formula for “making” a world class university, says the report. National contexts and institutional models vary widely. Therefore, each country must choose, from among the various possible pathways, a strategy that plays to its strengths and resources. International experience provides a few lessons regarding the key features of such universities, high concentrations of talent, abundance of resources, and flexible governance arrangements, and successful approaches to move in that direction, from upgrading or merging existing institutions to creating new institutions altogether.

#### Full Text:

<http://siteresources.worldbank.org/EDUCATION/Resources/278200-1099079877269/547664-1099079956815/547670-1237305262556/WCU.pdf> [PDF format, 136 pages].

